



Introduction to Business

Career Cluster	Business Management and Administration
Course Code	12051
Prerequisite(s)	NA
Credit	0.5
Program of Study and Sequence	Foundational Course – Introduction to Business – Pathway Course
Student Organization	Future Business Leaders of America (FBLA), DECA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, and Tours
Industry Certifications	NA
Dual Credit or Dual Enrollment	Mitchell Technical Institute
Teacher Certification	Business Management & Administration Cluster Endorsement; Finance Cluster Endorsement; Marketing Cluster Endorsement; *Business Ed.
Resources	National Endowment for Financial Education’s High School Financial Planning Program

Course Description:

Introduction to Business introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business on a local, national, and international scale. The course will focus on all aspects of business: the domestic and international economics, financial principles, management strategies, administrative and information systems, ethics, and organizational and professional leadership. Students will analyze the elements of the business environment and focus on attitudinal and problem-solving skills inherent to success.

Program of Study Application

Introduction to Business is a cluster course in the Business Management and Administration career cluster. Successful completion will prepare a student to enter a pathway course in any of the Business Management and Administration career pathways.

Course Standards**IB 1 Students will identify skills needed to be successful in the global economic environment.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and Reproduction	IB 1.1 Explain the terms economics and economic activity Examples: <ul style="list-style-type: none"> • Explain how limited resources affect business • Explain factors which affect supply and demand • Explain concepts of economic resources • Identify economic indicators to detect economic trends and conditions • Discuss career choices in economics 	
Level 1: Recall and Reproduction	IB 1.2 Explain businesses' roles in society Examples: <ul style="list-style-type: none"> • Explain ways in which businesses interact with society • Describe different ways our government intervenes in and/or regulates business • Explain the nature of labor unions 	
Level 1: Recall and Reproduction	IB 1.3 Describe the different types of economic systems Examples: <ul style="list-style-type: none"> • Explain the nature of global trade • Compare and contrast the different types of economic systems • Explain how economic systems answer the basic economic questions 	

Notes

IB 2 Students will compare the different forms of business organizations and management styles.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	IB 2.1 Compare and contrast different forms of business organizations Examples: <ul style="list-style-type: none"> • Discuss common forms of business ownership • Explain factors that affect the selection of ownership • Explore careers concerning business ownership 	
Level 3: Strategic Thinking	IB 2.2 Differentiate among different management styles and human resource procedures Examples: <ul style="list-style-type: none"> • Examine management strategies to improve performance and competitive advantages of an organization • Determine human resources management legal responsibility in maintaining labor relations • Determine proper human resources procedures for managing employees • Examine career options within business organizations 	

Notes

IB 3 Students will apply concepts of marketing, business finances and technology in the operation of a business.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	IB 3.1 Demonstrate marketing principles involved in business operations Examples: <ul style="list-style-type: none"> • Describe factors that influence customer-business relationships • Identify the elements of the marketing mix • Explain the effects of competition in a free enterprise system • Explore careers in marketing and sales fields 	
Level 1: Recall and Reproduction	IB 3.2 Describe roles technology plays in business operations Examples: <ul style="list-style-type: none"> • Identify information technologies commonly used in business operations • Discuss how information technology impacts business operations • Discuss technology careers available within business organizations 	
Level 2: Skill/Concept	IB 3.3 Explain the financial process needed to start and operate a business Examples: <ul style="list-style-type: none"> • Recognize the need for a business plan • Importance of maintaining accurate business records using the Acceptable Accounting Process • Importance of utilizing information available to make sound decisions in operating a business • Explain the importance of the profit motive 	

Notes

IB 4: Students will evaluate roles individuals play as consumers in the economy and financial management tools needed to be a successful consumer.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3: Strategic Thinking	IB 4.1 Demonstrate how important a consumer is in the global economy Examples: <ul style="list-style-type: none"> • Apply the steps in a rational decision-making process to a situation involving an economic decision by an individual • Demonstrate responsibility for consequences of economic choices 	
Level 3: Strategic Thinking	IB 4.2 Apply processes involved in consumer financial planning Examples: <ul style="list-style-type: none"> • Identify the difference between needs and wants • Describe the importance of financial goals • Create and analyze the budget process • Examine careers in financial planning 	
Level 2: Skill/Concept	IB 4.3 Examine available banking services and credit options Examples: <ul style="list-style-type: none"> • Describe different types of financial institutions and their services • Explain various types of consumer credit • Describe positive and negative consequences of using credit • Explore careers pertaining to financial services 	Consumer Credit can include: credit cards, installment loans, student loans, and mortgages
Level 2: Skill/Concept	IB 4.4 Explain savings and investment options to meet short and long term goals Examples: <ul style="list-style-type: none"> • Explain the time value of money • Explain differences between savings and investing • Identify criteria for choosing savings and investment options • Examine careers concerning savings and investing 	

Notes